

MICROFILM IN BUSINESS

By **JOSEPH L. KISH, JR.**, *Olin Mathieson Chemical Corporation*
JAMES MORRIS, *Edison Electric Institute*



***Now—Whether you want to consider
the data control advantages of microfilming,
or re-evaluate existing systems***

... this book can help you do it—a complete guide to current techniques, equipment, and money-saving applications.

Here's how you can take advantage of dramatic advances in modern systems technology that have made microfilm far more flexible, frequently superior to present record-keeping systems. **MICROFILM IN BUSINESS** discusses these new tools and explains their use in storage planning and in day-to-day business activities.

The book describes the various types of film—roll microfilm, aperture cards, microfiche. It also examines varieties of photographic stock, cameras, processors, printing and enlarging equipment, etc. To nail down these explanations there are numerous illustrations, both photographs and diagrams.

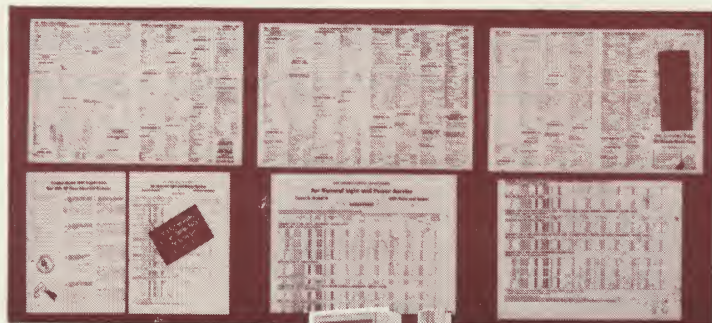
Fully illustrated, and fully comprehensive, this informative volume will give you all the data needed to review present systems, or to investigate the possibility of initial installation.

In addition, the book shows how to analyze costs and determine whether a microfilm system is practical in a given situation. It points up those circumstances where microfilming *may not* be advantageous and also tells how to use independent microfilm services in conjunction with internal operations. The overall picture is filled in with valuable information about the permanency of microfilm, the linking of microfilm files with automatic data processing, the appropriate methods of filming and indexing, and the legality of microfilm records.

See outline of contents on reverse...

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MICROFILM IN BUSINESS



Many illustrations show materials and equipment



About the authors

JOSEPH L. KISH, JR., is Corporate Records Manager, Olin Mathieson Chemical Corporation. He has contributed scores of articles to business journals and is a Contributing Editor of *Systems* magazine and Consultant to *Computers & Data Processing* magazine. Mr. Kish also lectures for the American Management Association and is a member of the Association of Records Executives and Administrators and the National Microfilm Association.

JAMES MORRIS, an editor with the Edison Electric Institute, was formerly editor of *Systems—The Magazine of Paperwork Control*. Mr. Morris has written widely on photographic equipment, data processing, and other business and industrial subjects, and is co-author (with Joseph Kish) of "Paperwork Management in Transition" published by the American Management Association.

Why Microfilm?
Microforms
The Microfilm
Aperture Card
Microfiche
Job Cost Analysis
Microfilm Procedures
Microfilm and Mechanized
Data Processing
Cameras

Readers and Printers
Processing Equipment
Types of Microfilm Stock
Protection and Storage
of Microfilm
Appendix
Microfilm and the Law
Department of Defense
Microfilm Specifications
Glossary

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OFFICE MANAGEMENT HANDBOOK

2nd Edition

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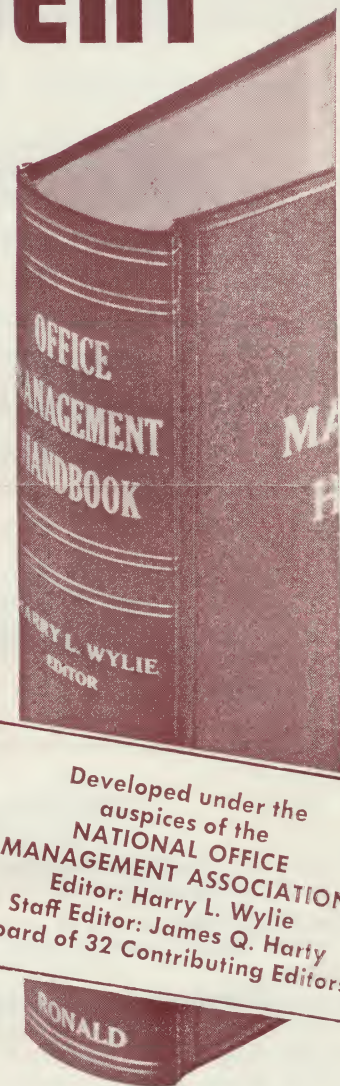
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(See partial contents on reverse...)



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- Registering machines
- “Common language” recorders and readers
- “One writing” systems—pegboard and binder
- Punched card equipment
- Machine desks—posting desks
- Addressing machines
- Electrostatic and electronic scanning high-speed addressing equipment
- Seven major types of dictating and transcribing machines
- Network dictation systems
- Duplicating and copying machines
- Rotary and mechanized files
- Mobile storage equipment
- Visible record devices
- Point of sale recorders
- Safes—insulated files
- Point of use record protecting equipment
- Integrated data processing equipment
- Electronic data processing equipment
- Intercom and paging equipment
- Direct line switchboard, “wireless,” radio, pneumatic
- Mail opening and sealing machines
- Folding and inserting machines
- Assembling and collating machines
- Postage meters
- Microfilm equipment
- Specialized typewriters
- Lighting systems: Indirect—semi-indirect—diffuse—semi-direct—direct
- Air conditioning equipment: Room coolers—self-contained conditioners—central plant conditioners

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13 Steps for planning and administering a beneficial and practical employee rating plan

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39 Types of insurance coverage for businesses

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7 Important Ways to control correspondence costs

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PROCESS CHART

PROCESS CHARTED: Recruiting and Processing UNIT: HR

1. Non-Medical Applications

DATE: October 28, 1955

TIME	OPERATION	SYMBOL	STEP NO.	DESCRIPTION
10:00	MAIL	○	1	Mail received at Contr.
10:05	SEARCH	△	2	All green applications
10:10	CONTROL	□	3	Control strip typed to
10:15	SEARCH	△	4	M.I.B. search ticket
10:20	SEARCH	△	5	Case jacket typed
10:25	SEARCH	△	6	Search tickets sent
10:30	SEARCH	△	7	Agent's statement ch
10:35	SEARCH	△	8	Entries made on Con
10:40	SEARCH	△	9	Case placed in Supp
10:45	SEARCH	△	10	and M.I.B. Search,
10:50	SEARCH	△	11	Control Slip placed

Description of Luminaires: Pendant, Louvered, Con. Diffuser.

Shielding: 35" Cx 35" L.

No. of Lamps: 3

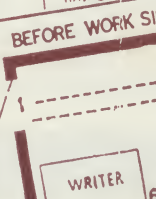
Lamps: T-12, 430 ms.

Efficiency: 40% Down, 35% Up

Remember: Representative of most luminous sided units, longwise orientation is preferable to crosswise. It will be noted that reduced VCI values are not changed appreciably with increases in room size.

The absolute brightness of the sides must be kept low for satisfactory use where comfort is of concern.

VCI Values for 50 Foot-l Units Viewed Crosswise				
Room Width	Room Length	Height Above Floor (ft.)		
		8-1/2	10	12
30	30	93	94	97
		88	92	96
		84	88	92



WRITER